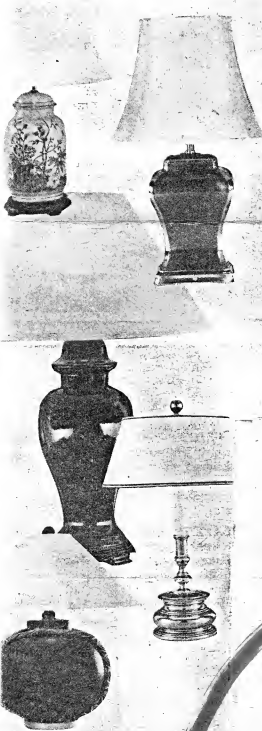


THIS SOUNDS FAMILIAR, AND MIGHT BE OF SOME  
COMFORT TO THOSE WHO BOUGHT A BALLY AND  
THEN THOUGHT THEY SHOULD HAVE BOUGHT THE MATTEL.

KEEP UP THE GOOD WORK,  
RAY CHUHAY

# City Lights



## Lamp Market Opens in N.Y.

the offerings to be introduced at the New York lamp market are (from top) a lamp from Murray Feiss, a lamp in style from Quoizel, a ceramic lamp, a brass candlestick entry from Sunco, a raffia-encased lamp from Sunco, and a lamp from Walter Kidde. While a host of new products, many retailers said they will continue to upgrade their offerings.

# hfd

## retailing home furnishings

A Fairchild Newspaper  
Vol. 54, No. 25

Price 50 Cents  
Monday, June 23, 1980

### Attendance Down

## CES Stars: Discs, Voice, Slim Hi-Fi

CHICAGO — The Summer Consumer Electronics Show which ended here last week drew a wide spectrum of opinion from exhibitors and retailers which ranged from "excellent" to "disappointing."

The one area of agreement from sources contacted by HFD

equipment rental and sales under a separate subsidiary. This will have the effect of cutting the "umbilical cord" that has connected the consumer to the phone company for the past 100 years, according to Martin Feinberg, group

man last year. Many big industries, said technological improvements will be coming by "leaps and bounds" in the years ahead. As an example, grant disclosed that Code-A-Phone will be introducing an answering machine with solid state circuitry for

the unit, a dial market delivery. Grant said that with voice messages about three with solid state recording inco here in five years. FEINBERG, as an intertrial data ban increasingly next year. in 10 number and LED displayed number

## CES

### The Technology Story

### news briefs

#### Intellivision Keyboard Distribution Delayed

HAWTHORNE, Calif. — Mattel Electronics has delayed the national distribution of the keyboard component of its Intellivision game-computer system until the beginning of 1981.

Reasons cited for the delay were that the company wanted to test market the system this fall and that it wanted to "insure adequate product availability" at the time of national rollout.

The company is marketing the video game component of the system.

#### TI Calculator Gives Its Own Instructions

CHICAGO — Texas Instruments has introduced a credit card calculator that features a

#### TPI Introduces MPU Climate Control

CHICAGO — Following Texas Instruments and Commodore, TPI of Morton Grove, Ill., has introduced a microprocessor-based temperature controller for the home.

This unit, retailing for \$89.95, can be programmed up to seven days with up to eight on and off settings each day.

#### LCD Calc by APF Has 3-D Keyboard

CHICAGO — APF Electronics Inc. has introduced an LCD calculator with a 3-d keyboard, called Abacus.

The keyboard system helps the user recognize the numerals on the keyboard by touch the con-

In terms of central data banks said it was its computer and telephone device, the user interface with banks of various Technology at en the market swering devices said it will begin member of what lowest cost rem swering machine of Phone Mate s tag compares points of \$240 to currently on the n

Meanwhile, at vice president Ma the company int show an answer enables the consu and change his me

# CES Stars: Discs, Voice, Slim Hi-Fi

CHICAGO — The Summer Consumer Electronics Show which ended here last week drew a wide spectrum of opinion from exhibitors and retailers which ranged from "excellent" to "disappointing."

The one area of agreement from sources contacted by HFD

equipment rental and sales under a separate subsidiary. This will have the effect of cutting the "umbilical cord" that has connected the consumer to the phone company for the past 100 years, according to Martin Feinberg, group

marketing for Code-A-Phone Ford Industries, said technological improvements will be coming by "leaps and bounds" in the years ahead. As an example, grant disclosed that Code-A-Phone will be introducing an answering machine with solid state circuitry for

The unit, d  
cial marke  
delivery. G  
vantage is  
dicted that  
with voice s  
messages s  
about three  
with solid s  
cording inco  
here in five y  
FEINBERG.

as an interfa  
tral data ban  
increasingly  
next few year  
in 10 number  
and LED disp  
dial number

In terms of  
central data b  
nics said it w  
its computer  
and telephone  
device, the user

interface with  
banks of various  
Technology al  
en the market  
switching devices  
said it will begi  
member of what

lowest cost rem  
switching machine  
of Phone Mate s  
tag compares  
points of \$240 to

currently on the  
Meanwhile, at  
vice president M  
the company int  
show an answeri  
enables the consu  
and change his me  
switching device.

In commenting  
logical revolution  
Schatz cautioned t  
panies are engag  
feels is an illicit act

"Some compani  
their phones have  
sors when the n  
really has no functi  
en phones apart an  
that they do have  
sors installed, but t  
no function. Appare  
pany uses the micro  
to say they have

## CES

### The Technology Story

#### news briefs

##### Intellivision Keyboard Distribution Delayed

HAWTHORNE, Calif. — Mattel Electronics has delayed the national distribution of the keyboard component of its Intellivision game-computer system until the beginning of 1981.

Reasons cited for the delay were that the company wanted to test market the system this fall and that it wanted to "insure adequate product availability" at the time of national rollout.

The company is marketing the video game component of the system.

##### TI Calculator Gives Its Own Instructions

CHICAGO — Texas Instruments has introduced a credit card calculator that features alphabetical prompting to give instructions for setting a clock built into the device.

With this feature, the user sees instructions on setting the time and alarm on the unit's LCD display. This avoids the need to refer to written instructions on the use of the clock.

This unit, called the DataCard Time, features the normal four calculator functions, plus stopwatch functions. Suggested retail price is \$40.

##### TPI Introduces MPU Climate Control

CHICAGO — Following Texas Instruments and Commodore, TPI of Morton Grove, Ill., has introduced a microprocessor-based temperature controller for the home.

This unit, retailing for \$89.95, can be programmed up to seven days with up to eight on and off settings each day.

##### LCD Calc by APF Has 3-D Keyboard

CHICAGO — APF Electronics Inc. has introduced an LCD calculator with a 3-d keyboard, called Abacus.

The keyboard system helps the user recognize the numerals on the keyboard by touch, the company claims.

This model, with a grey case and yellow, white and green keys retails for \$19.95.

##### Mego Offers 4 Games In Credit Card Size

CHICAGO — Mego Corp. has introduced four credit card-sized electronic games.

The new Mego games, retailing in the range of \$35 to \$40, feature LCD readouts and a clock function.

## Lamp Market Opens in N.Y.

the offerings to be introduced at the New York lamp market are (from top) a lamp from Murray Feiss, a lamp from Quoizel, a ceramic lamp from Sun of Walter Kidde. While a host of other styles, in addition to new products, many retailers said they will continue efforts on upgrading their merchandise.

# u seer